

IN THE CLAIMS

Claims 1-26 (Canceled).

27 (Previously Presented). A system comprising:

a receiver to receive content with an information segment and a plurality of advertisements;

a cache, coupled to said receiver, to store said content with said information segment and advertisement; and

an interface, in said receiver, to utilize said information segment to identify a content location and an advertisement, out of said plurality of advertisements, to insert in said location, said interface to utilize said information segment to identify said location while said content is still stored in said cache.

28 (Previously Presented). The system of claim 27 wherein said interface to utilize an info segment with an interruption point specifier to indicate a point to insert the advertisement in the content.

29 (Previously Presented). The system of claim 27 wherein said interface to utilize an info segment having a plurality of fields, one field comprising an interruption point specifier to indicate a point to insert the advertisement in the content, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

30 (Previously Presented). The system of claim 29 wherein said interface to utilize an info segment having an ad entry, said ad entry having said plurality of fields.

31 (Previously Presented). The system of claim 27 wherein said cache stores an electronic programming guide having a program identifier and an associated info segment, said electronic programming guide to enable locating the info segment corresponding to a selected program.

32 (Previously Presented). The system of claim 27 wherein said system is a television receiver.

33 (Previously Presented). The system of claim 27 wherein said system is connected to a presentation device through a wireless connection.

34 (Previously Presented). The system of claim 27 wherein said location is where the sound volume goes to zero.